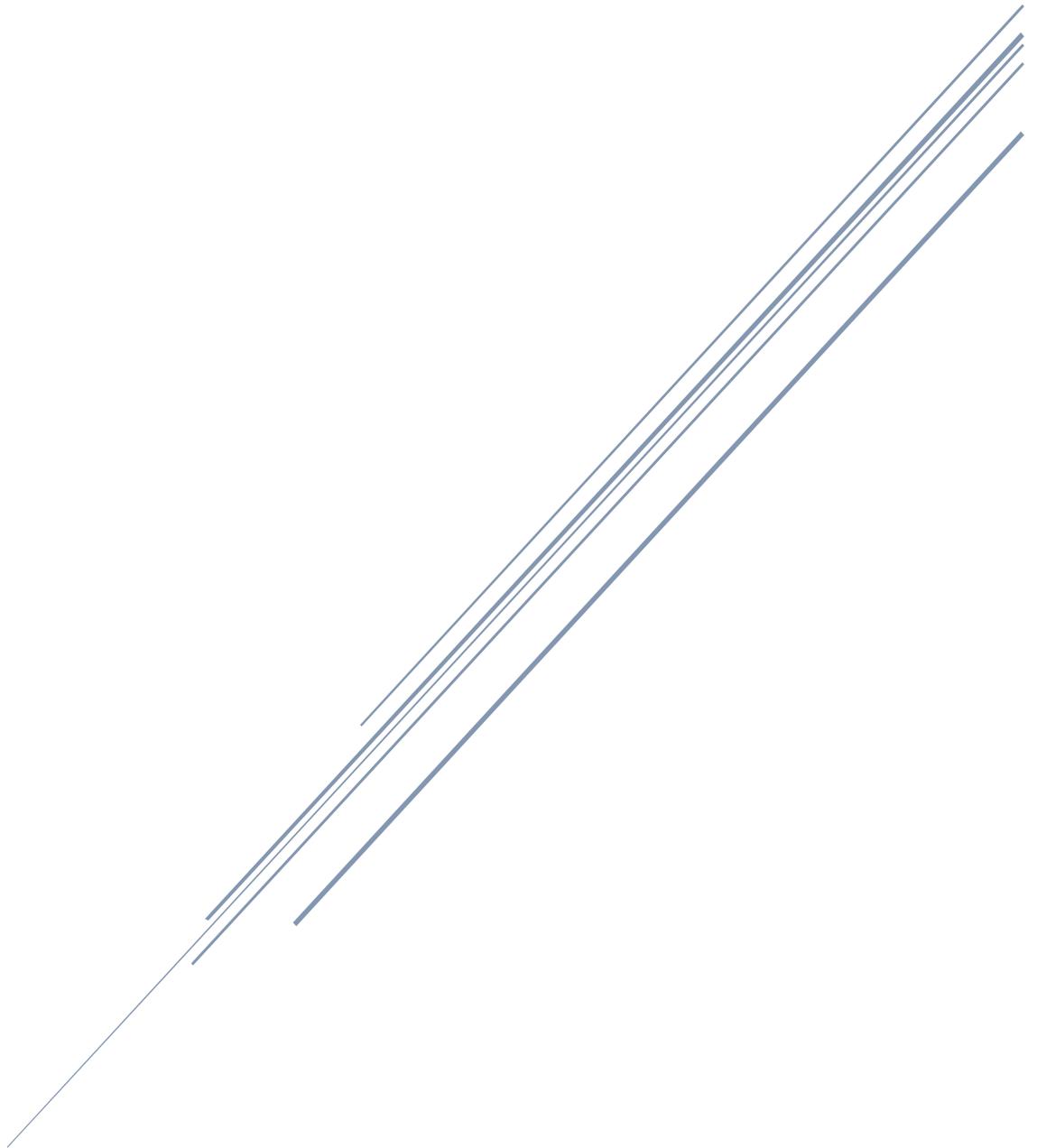


# SEMINAR REFLECTION

digital media innovation in retail



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## REFLECTION

As a student with a pretty hefty study delay I came into Period D of this year not having finished any of my remaining few classes for over a year due to health issues. Previously I had signed up for resits of this class multiple times but had not actually presented a seminar or handed in any research reports up until now (which have lead to an impressive amount of **NA's on my Osiris record**). These classes had always ended up being the odd man out when doing time management triage. At the very least this period I had the intention to break this cycle and to finally hand something in.

At first I struggled, not so much with motivation, but with finding a working groove for a **"school" related subject**. **Academic work** can in my experience feel truly alien once **you've switched** to non academic pursuits. Once I, as they say, got back on the horse it was fine but I did waste some time in the early goings. For future activities like these I will try and calculate this time into the process as a way to safeguard against having to rush certain things in just before the deadline.

After watching a couple of presentations at the X=CMD festival before doing my own seminar I started to doubt whether my presentation had enough content to fill 15 minutes which lead to me adding more content to slides. This was a

mistake, I should have trusted my test run-throughs of the presentation more: I ended up having to skip a couple of pieces of information mentioned on the final slides to have enough time for the discussion part of the seminar. Outside influences, unless constructive criticism on actual content, should not be heeded over internal accountability.

Thinking back on the process of making this assignment now I definitely could have made better use of my existing network, I probably underestimated the expertise available to me at the Hogeschool and I could have saved time and perhaps gained additional insights if I had thought of activating this network. **I'm** going to make sure I do activate this invaluable resource during my graduation courses.

If I had to do a project like this again I would also make sure I found a topic that is more suitable to doing some more active field research, I ended up doing solely library **research on this assignment and while I'm** happy with the result the prospect of being active with other ways of research, perhaps ones I have little experience with, could have provided me with new experiences and develop my skillset in other ways.

Word Count: 442